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## Australia

### Product Brief

### Functional Food Sector

### 2004

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**Report Highlights:**

The Australian retail food sector is the most promising sector for functional foods, with convenience stores and gas marts being important retail segments. These sectors attract the lifestyle consumer, who is more likely to experiment with new products and new ingredients. An increase in consumer demand and interest in functional foods during the 1990s has resulted in positive growth rates for the Australian functional food market over the period. The expected continuation of these trends should lead to continued growth in the Australian functional foods market over the short to medium term. Examples of functional foods and ingredients currently available in Australia include phytosterols, probiotics and fortified products containing increased levels of calcium, vitamins, folates and special performance drinks, including sports drinks.

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Disclaimer: There are areas in this report where figures may vary due to the use of different sources of information. The magnitude of these differences is in most cases small and the data is provided to present the best possible picture of the Australian Functional Food Sector where omission may provide less than that.



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**SECTION I: MARKET SUMMARY**

Functional foods are foods that support human health and well being, providing benefits beyond basic nutrition (National Centre of Excellence in Functional Foods (NCEFF)). Examples of functional foods and ingredients marketed in Australia include phytosterols, probiotics, fortified products containing increased levels of calcium, vitamins, folates and special performance drinks, including sports drinks.

In recent years, European, U.S. and Japanese markets have recognized and labeled functional foods as a separate food category. However, in Australia functional foods do not yet form an identifiable market segment. Reasons for this include:

- An explicit definition of what constitutes a functional food is difficult, e.g. many conventional foods are also often promoted to offer health benefits, such as anti-oxidants which occur naturally in blueberries;
- Australian regulations and food standards currently prevent functional foods containing labels with health claims (except in the case of folic acid); and
- A general lack of commercial interest.

Specific information relating to the functional foods market in Australia is therefore difficult to obtain. Targeted industry consultation coupled with research conducted by the International Food Information Council (IFIC) since 1996 has identified the following key characteristics relating to the functional foods market in Australia:

- An increase in consumer demand and interest in functional foods during the 1990s has resulted in positive growth rates for the Australian functional food market over the period. This is largely due to the improved awareness amongst consumers of the health benefits associated with food consumption habits. The expected continuation of these trends should lead to continued growth in the Australian functional foods market over the short to medium term.
- In 2003, U.S. based Health Strategy Consulting (HSC) estimated that the Australian and New Zealand nutrition industry represented around 0.8%, or A\$2.9 billion, of the global nutrition market. If Australia's share is broken down into market sectors, functional foods accounted for 35% (A\$1 billion), organic foods 28% (A\$0.8 billion), supplements 30% (A\$0.9 billion) and natural personal care 7% (A\$0.2 billion). The global market for bioactives is predicted to grow threefold in the next five years to be valued around A\$1.4 billion per annum by the end of the decade. Australia's share of these projected earnings is around A\$3.5 million. Bioactives are ingredients or naturally occurring components of functional food.
- Permission for functional foods to be marketed in Australia is contingent on any health benefit being substantiated on a scientific basis. Until this proof is available, producers and manufacturers will continue to face regulatory barriers to entry and labeling, as well as potential legal implications.
- The Australian Government is funding a new center, the National Centre of Excellence in Functional Foods, based at the University of Wollongong (NSW), to help innovate the functional food industry through the research and development of new products. The National Centre of Excellence in Functional Foods is an integrated, world-class center for functional foods research that promotes the development, substantiation and commercialization of effective functional foods and provides a clear indication of the level of interest and awareness of the Australian Government in the functional foods market.
- Prospects for U.S. exporters in the Australian functional food market are principally focused in the food retailing and food processing sectors. Market research has demonstrated that the retail sector presents the greatest opportunity for overseas suppliers. The total value of Australia's food retailing sector in 2002 was about A\$47 billion.

Advantages/Opportunities	Challenges/Weaknesses
The United States is more advanced in product development and has the opportunity to excel with flavor and taste (The U.S. Soy Market (e.g. Silk®) now has 65% of market share and is an example of a product that has progressed from a niche market to mass consumer market as a result of taste).	Food labeling laws in Australia currently prohibit the linking of the “functionality” of a food with the potential health benefits (with the exception of Folate). This is, however, currently under review (see report number AS4037 listed at the end of this report)
Consumers are unaware of the linkages between ingredients and benefits. Thus there is an opportunity for effective marketing to connect brands with what consumers believe about health.	The existing food-retailing sector is highly competitive. New food products, such as functional foods, will need to be innovative and promoted strongly, since it is not possible to link the functionality of food with the potential benefits. The additive/ingredient is permitted on the food product – the associated benefit is not (excluding Folate).
Tariffs on imported food products are low, at 0% (canned or minced salmon, citrus, grapes, condiments, almonds, stone fruit), 3% or 5% (breakfast foods). With the Australia-U.S. Free Trade Agreement, these will all drop to 0%.	Australian made and manufactured products are advertised as such, and this awareness of ‘buying Australian’ may act as a barrier to attracting consumers to imported products.
Consumers will be looking for technical solutions to specific needs as the trend in health consciousness continues. Once a consumer has a problem that needs to be fixed they will take the time to understand the science involved (e.g. clinically proven cholesterol reducing margarine – Benecol®).	Consumers need to understand the benefit from functional foods. There may be a time lag for consumers to link the ingredient to the gain and for profit to be realized.
The market for functional foods will grow, with a projected value in Australia of around A\$3.5 million as consumer demand for health related products continues to grow. Opportunities exist for U.S. exporters to capitalize on this with products that are advanced in taste and flavor.	U.S. exporters will need to closely monitor prices as the Australian dollar fluctuates against the U.S. dollar, causing prices to rise & fall within relatively short time frames.

There are a number of definitions in use for functional foods. For the purposes of assessing the overall market prospects for functional foods in Australia, the definition from NCEFF has been adopted in this report as it incorporates the aspects present within the Australian market (i.e. current trends in consumer health awareness), acknowledging the regulatory environment as a key influencer.

Note: The following exchange rates were used to convert Australian dollars to U.S. dollars for 2001 to 2004. All figures used in the report are in Australian dollars using the exchange rate of 0.77 as of 11/16/04.

	12/31/2001	06/28/2002	12/31/2002	06/30/2003	12/30/2003	06/30/2004	11/16/2004
AUD/USD	0.51	0.56	0.56	0.67	0.74	0.69	0.77

Source: <http://www.chartflow.com/ozforex/historybasic.asp>

## SECTION II: MARKET SECTOR OPPORTUNITIES AND THREATS

### Retail Food Sector

The Australian retail food sector is the most promising sector for functional foods, with convenience stores and gas marts being important retail segments. These sectors attract the lifestyle consumer, who is more likely to experiment with new products and new ingredients. This has been the experience of a number of success stories notably Sanitarium's Up & Go<sup>®</sup> breakfast-in-a-drink concept. This product satisfies the four key success components of functional foods:

- 1) Need the product - *it's a healthy nutritious start to the day;*
- 2) Accept the ingredient - *fiber/protein/low fat;*
- 3) Understand the health benefit – *the health benefits of these ingredients are widely understood;* and
- 4) Trust the brand – *Sanitarium is Australia's number one cereal brand.*

An analysis of the Australian food retail sector over the past five years is provided below as an indication of the market size for U.S. exporters. The following is a list of key factors:

- The total value of food retailing in 2002 was A\$47 billion.
- Over 70% of food expenditure (A\$35 billion) occurs within the supermarket and grocery sub-sector.
- Approximately 10% of products sold in supermarkets are imported, a share that has not changed significantly in recent years (Food and Beverage Importers Association, 2002).

### Entry Strategy

There are four recommended strategies to enter the market for functional foods;

- 1) New category creation;
- 2) Leveraging intrinsic healthfulness;
- 3) New segment creation; and
- 4) The functional food makeover.

#### 1) New Category Creation

This method is a true innovation strategy and involves creating an entirely new category of food or drink. For example, Yakult (probiotics in little bottles), has an estimated value in Europe of almost A\$3 billion and is growing at 40% annually. In the Australian market, SoNatural Foods have recently combined forces with Ian Thorpe, a leading Australian swimmer and Olympic Gold Medallist, to develop a new category in bottled water. The product is called Thorpedo<sup>R</sup> and is being marketed as a product with great flavor, antioxidants, vitamins and low Glycemic Index (GI). The glycemic index is a ranking of carbohydrates based on their immediate effect on blood glucose (blood sugar) levels. The focus is on health and nutrition with 'wellness' the positive angle for consumers to respond to. This is the first product to be launched under the new alliance between SoNatural Foods and Ian Thorpe. There are more planned over the next five years including individual tuna steaks – high in Omega 3.

It is worth noting that, typically, there is a high failure rate for new food products with retailers requiring that a product 'prove' itself relatively quickly to continue occupying valuable shelf-space. New category creations with innovative packaging designs earn premium prices as the packaging makes it very difficult for consumers to compare prices, as there are no identical products.

## 2) Leveraging Intrinsic Healthfulness

These products are functional foods that have no added ingredient or modification, however advances in nutritional science have identified their intrinsic healthiness. This strategy is the most common with companies bypassing the issues surrounding labeling and health claims by targeting consumer knowledge that links these products to the benefits. Some examples are;

- Whole grains and heart health;
- Tea and antioxidants;
- Orange juice and reduced risk of stroke;
- Tomatoes and lycopene; and
- Cranberries and urinary tract infections.

An example is Ocean Spray® Cranberry Juice. The communication strategy focused on taste and refreshment. Ocean Spray® never used a health claim in advertising or on the label, instead relying on education, word-of-mouth and public relations.

## 3) New Segment in Category

This strategy entails introducing a health benefit into an existing category by creating a new health proposition and a new segment within the category, usually by launching a new brand or extension. For example, Benecol® created a new segment in the spreads category by introducing the first cholesterol lowering spread.

## 4) Functional Food Makeover

Importers introduce a product with the same benefits as products already on the market with the only differentiation being a lower price. The makeover occurs when an existing product has a health ingredient added. The benefits of this strategy are usually short term as there are no other advantages offered over rival brands. For example, Kellogg's K-Sentials® is a breakfast cereal with increased vitamin and mineral content marketed as healthy for children.

## **Market Access**

Functional foods form part of a food processors and/or retailers food product line and must compete on that basis with conventional foods for market share and shelf space. Currently, functional foods are not regulated any differently to conventional foods in Australia. There is no particular standard within the Food Standard Code that relates specifically to functional foods. However, [Standard 1.5.1 – Novel Foods](#) incorporates ingredients that promote the benefits of certain foods over and above their normal nutritional benefits such as antioxidants and their role in the prevention of diseases. The Novel Food Standard also specifically refers to Phytosterols and in this case it is recommended that importers use this FSANZ standard for entry into the Australian market. The Standard provides assistance through indicating the factors to be taken into account in this decision making process.

[<http://www.foodstandards.gov.au>]

The key challenge to entry in the Australian market is the establishment of a distribution method, with a limit to the supply chain functions that can be undertaken by a small-scale innovator. However, industry consultation has confirmed opportunities exist for strategic alliances or joint venture partnerships between an innovator and manufacturer. SoNatural Foods has demonstrated that alliance relationships could allow the manufacturer access to new product concepts in exchange for access to the brand name capital and market position

of the manufacturer. Recent success stories have shown that alliances between the exporter and an existing local brand were crucial with both firms benefiting from the core competency of the other in form of skills, tacit, distributed knowledge and marketing leverage. For example:

- Developing a partnership with a local company can effectively lower costs, assure quality and capitalize on the opportunity, e.g. the partnership between SoNatural and Bumblebee seafood. Bumblebee seafood is one of America's largest seafood companies and through alliance with SoNatural the seafood industry in Australia will benefit [Industry consultation, 2004]; and
- An example of the synergies described for a U.S. company utilizing this method of market access is a juice company from Florida. The quality of their juice is superior to anything produced in Australia, with a much higher brix level and functional food components added. By establishing a partnership with a local distributor in Australia they have already tapped into the Australian market. The frozen juice is imported from the United States and then delivered through the extensive distribution channels that are in place with the local company. It is crucial that local partners are established.

An appointed agent, distributor or import broker can maximize market success. The major supermarket chains have their own distribution centers with national coverage. Agents/distributors should market product to category managers for major chains.

The entry strategy for convenience stores is similar to that for supermarkets except that the agent/distributor should target the major wholesaler category managers as well as managers at major supermarket chains responsible for the new wave of gas/convenience store concepts. Convenience stores generally sell limited lines, gasoline, and fast food. They are open long hours and are easily accessible to customers. This is changing somewhat with larger convenience stores carrying greater numbers of lines and partnering with major supermarket chains.

Further consideration of a market entry strategy should take into account the following dynamic aspects of the retail food sector as increasing awareness amongst the population on health issues has led to rising demand for:

- More natural wholesome foods;
- Foods that have an associated health benefit (e.g. reduce cardiovascular disease);
- Foods with high nutritional value;
- More information on the nutritional content of food; and
- Organic and not genetically engineered foods.

### **Competitive Analysis**

- Imported products will have to compete with "Australian Made" products. There is a general awareness and affiliation for buying Australian made goods amongst the population.
- Convenient, healthy, fresh and diverse meal solutions are an untapped opportunity for the functional food market. This market is underdeveloped in Australia compared to the United States. There are quarantine issues with regard to products containing meat and egg products that may restrict access. Qualities of meal solutions are that they are easy to buy, easy to store and easy to eat, all of which satisfy a rapidly emerging consumer need that provides future potential for imported products.
- The use of food brokers in Australia is increasing. Food brokers can assist market entry by bridging the gap between retailer's reports and what is actually happening in the supermarkets. Brokers can also assist in getting a new product into distribution quickly. Some companies also offer warehousing and distribution options.

### Comparative Advantage of U.S. Products

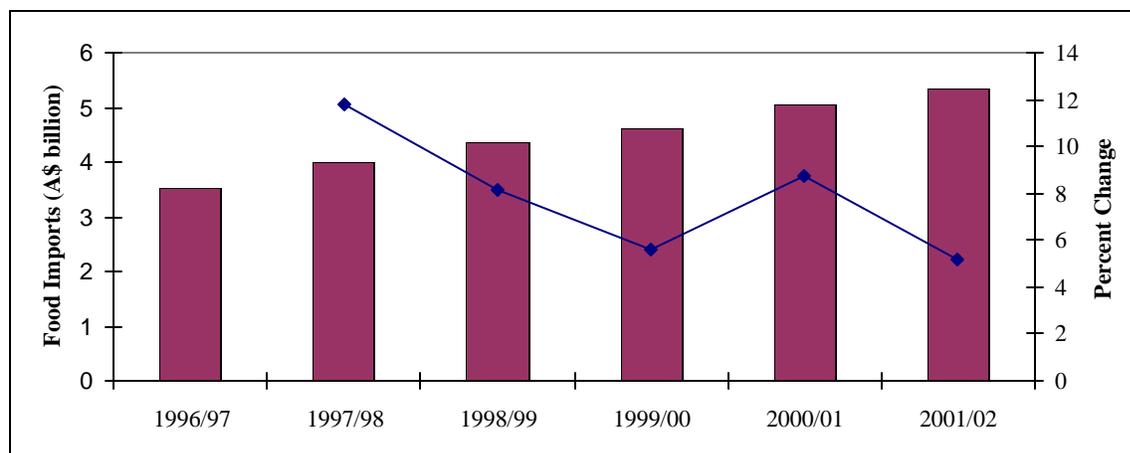
- Due to the large domestic market, U.S. manufacturers are able to develop products far beyond that which can be achieved in Australia. This enables U.S. exporters to deliver innovative product lines that are otherwise not available from Australian manufacturers. For example the new packaging used for Hormel Foods® (a U.S. owned company) kids meal, a plastic base that can be heated with a metal ring pull. This element of design fits well with the concept of 'time poor consumers' who want convenient packaging. It also ties in with the underlying concept that innovation in marketing is at least as important as innovation in ingredients and science; innovation is one of the key success factors for functional food.
- Branding - as many U.S. brands have a significant market share.

### Market Size

In 2003, U.S. based Health Strategy Consulting estimated that the Australian and New Zealand nutrition industry represented around 0.8%, or A\$2.9 billion, of the domestic nutrition market. If broken down into market sectors, functional foods accounted for 35% (A\$1 billion), organic foods 28% (A\$0.8 billion), supplements 30% (A\$0.9 billion) and natural personal care for 7% (A\$0.2 billion). The global market for bioactives is predicted to grow three fold in the next five years to be valued around A\$1.4 billion per annum. The share of this projected market that will be contributed by Australia is around A\$3.5 million.

Since the retail food sector has been identified as representing the most suitable channel for the sale of functional foods, the following is a summary of the value of imported foods versus domestic foods over the past five years. Of the total value of food imported into Australia, U.S. imports accounted for A\$376 million in 1996, rising to A\$433 million in 1998 and falling to A\$381 million in 2000. Data for the functional foods segment are not available. In Australian dollars, food imports have risen (in value) for the last six years, with a five-year average import growth of 7.9%.

**Figure 1. Total Australian Food Imports from 1995-96 to 2001-02**



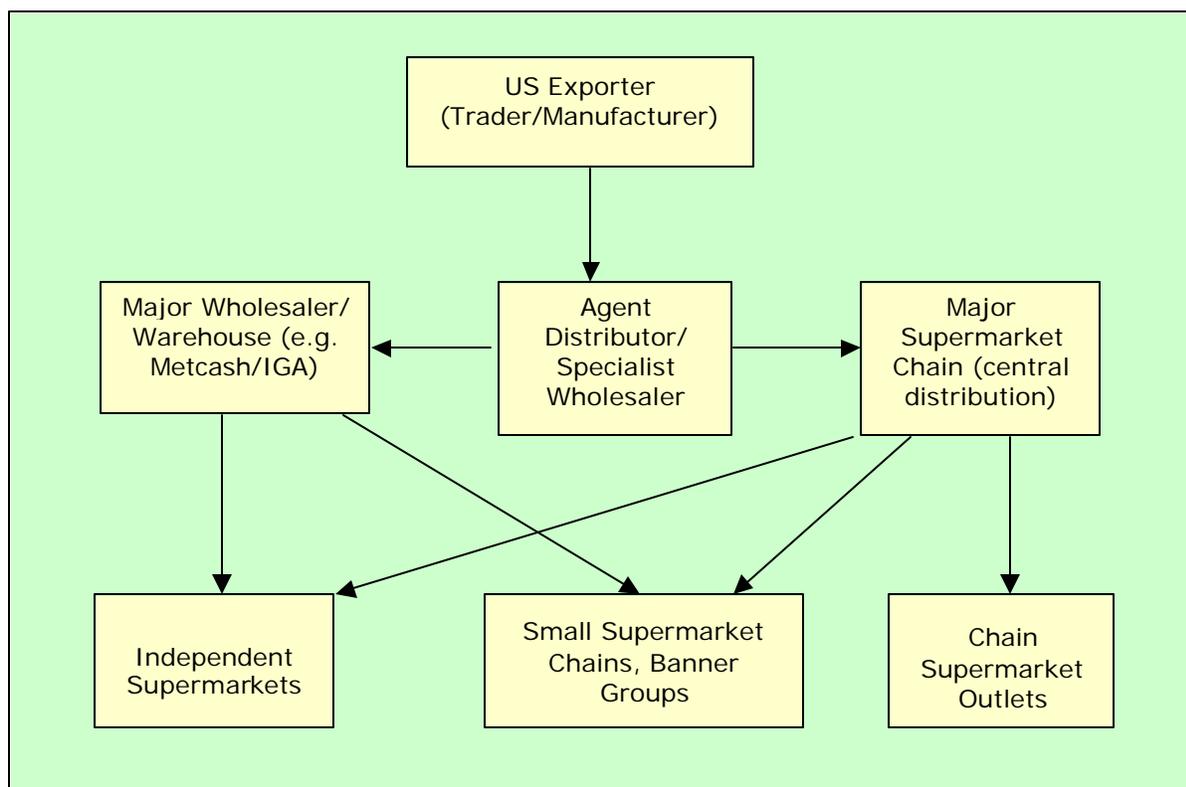
### Market Structure

Success for functional foods is dependant on the commercialization strategy adopted by the ingredient owner and its brand-owning partners, as much as by the science that validates the functionality. The functional food market structure is illustrated below using the two

major distribution channels available to supermarket chains and wholesalers. The key success factor for U.S. market suppliers is believed to be an alliance with an agent/distributor/specialist wholesaler.

Although opportunities do exist to work directly through wholesalers and distributors, this approach to purchasing eliminates the supermarkets and convenience stores from the direct importation of U.S. products. The purchasing departments of the two largest supermarket chains, Woolworth's and Coles, confirm this practice. At some stage along the distribution channel, food products will be stored in warehouses prior to distribution. Delivery and transport in Australia between distribution centers is predominantly by road. Figure 3 identifies the movement from U.S. exporter to retail outlet for functional foods.

**Figure 3: Distribution Channel Flow Illustrating Major and Minor Channels of Distribution**



### Market Trends in Consumer Demand and Preferences

The drivers for market growth can be incorporated into four major categories that are outlined below.

- Consumers: aging population, disease is 'multi dimensional', cardio vascular disease, cancer, diabetes, increasingly health conscious, and enhanced quality of life;
- Healthcare Professionals: new discoveries and research on specific impacts of food and increasingly vocal on nutrition/health linkages;
- Retailers/Producers: search for growth and a strong interest from both food and pharmaceutical companies to explore the health treatment potential of food; and
- Government: rising healthcare costs, support for basic nutrition and exercise, and support for science and food technology.

The main issues that affect the market size for the functional food market in Australia are:

- Regulatory constraints;
- The lack of protection for intellectual property;
- Most novel ingredients are only at the very earliest stages of consumer acceptance – restricting the size of the target audience at this time.

There is also a strong consumer needs relationship with taste, convenience, naturalness and health. 'Naturalness' in an unadulterated form (i.e. less processed) is sought after. Knowledge of the positive attributes and personal consequences of consuming functional food will promote acceptance [Queensland Department of Primary Industries]. The convenience store, gas marts and kiosk section of the retail food sector market has high potential. Functional foods industry consultation suggests that this is an area for growth, as consumers are looking for a quick, healthy meal option.

### Company Profiles

As all major food companies would claim to be present within the functional food market, the major players within the retail sector are identified as competitors. These competitors have been separated into chain supermarkets/convenience stores and gas marts. In addition, the four key players that are easily recognized in the Australian market as contributors to the growing consumer 'health food' trend have also been acknowledged.

For information on the retail sector, U.S. exporters are advised to read the Australian Retail Sector Report (see reports listed at the end of this report), as it identifies the main convenience/gas marts and chain supermarket channels that would be used for functional food. The four companies identified below are competitors for U.S. exporters' products.

Company Name	Ownership	Sales (A\$Mil)	Distribution	Products
<b>Freedom Foods (subsidiary of SoNatural)</b>	Local	>74	Through all Coles (over 430) and Woolworths (over 700) supermarkets	Range of health foods and functional foods including cereals, biscuits, confectionary, pasta, sauces, snacks
<b>Roma Food Products – Orgran range</b>	Local	118	Through all Coles (over 430) and Woolworths (over 700) supermarkets  Also exported	Range of natural foods for people with allergens (especially Celiac disease) and specific dietary requirements
<b>Unilever Australia – Flora</b>	International	NA	Sold in most supermarkets	Cholesterol reducing margarine spreads
<b>Goodman Fielder – Meadow Lea</b>	International	>900	Sold in most supermarkets	Cholesterol reducing margarine spreads

Information sourced from the Grocery Industry Review and company websites.

## SECTION III: COSTS AND PRICES

### Import Requirements

Imported food must comply with all aspects of the Australian New Zealand Food Standards Code (ANZFS) at the relevant point of entry. The Australian Quarantine and Inspection Service (AQIS) perform random inspections on any food imported. Importers are responsible for completing a customs clearance documentation for goods above set value limits and are advised to verify with Customs what the limits are as they vary between sea, air cargo and the postal system. To ensure compliance, it is recommended that importers use the services of a customs broker to ensure that all import entries and related clearance formalities are complied with.

Minimum requirements for an import customs clearance entry include the following: invoices, airway bill and any relevant papers relating to the shipment such as insurance documents, packing lists and other documentation to support the importers entry. Cost recovery charges apply for the processing of entries, depending on the entry being electronic or a manual entry. Penalties may be imposed for the submission of incorrect or misleading information or for the omission of information to mislead. It is the importers responsibility to ensure that the goods entering Australia are marked correctly.

### Price Premiums

Current markets and marketing strategies allow for premiums to be realized on the sale of functional foods. An example of a demonstrated price premium is where a comparison is made between a standard margarine spread and a functional food. Logicol<sup>®</sup> is a canola based margarine spread enriched with plant derived ingredients called plant sterols that are linked to reducing cholesterol absorption. Flora Pro-active<sup>®</sup> is another plant sterol enriched margarine. Both functional food products are sold at almost double the price of the regular margarine product. It is expected that as functional foods become more widespread and new competitors emerge through clearer definition of regulations, the price premium will be reduced.

### Product Endorsement by Recognized Australian Organizations

For product endorsement by organizations such as the National Heart Foundation of Australia, U.S. exporters are encouraged to access the relevant website e.g. <http://www.heartfoundation.com.au> where guidelines are available for food products.

### Further Costs Involved

For costs associated with making changes to the food standards code (this may be relevant if the functional ingredient/food is novel) importers are advised to visit the website to view all necessary costs - <http://www.foodstandards.gov.au>

## SECTION IV: MARKET ACCESS

Detailed guidance on Australia's food labeling and import regulations are contained in the Food & Agricultural Import Regulations & Standards (FAIRS) report for Australia (Attache Report #AS4023 listed at the end of this report).

### Food Laws

In Australia, [Food Standards Australia New Zealand](#) (FSANZ) is the Commonwealth Government agency that regulates the delivery of safe food. FSANZ is a bi-national independent statutory authority. FSANZ develops food standards for composition, labeling and contaminants (including microbiological limits) that apply to all foods produced or imported for sale in Australia and New Zealand. More detailed guidance on Australia's food regulations are contained in the FAIRS report mentioned above.

Currently functional foods are not regulated any differently to conventional foods in Australia. There is no particular standard within the Food Standard Code that relates specifically to functional foods. Consequently, the areas of the food standards code used for regulating functional food will depend on the specific functional food requiring regulation. If the functional food contains a novel ingredient or is itself a novel food, then an application may need to be made to have that food or ingredient included in [Standard 1.5.1 Novel Foods](#). If the functional food is fortified with vitamins and minerals, then [Standard 1.3.2 Vitamins and Minerals](#) of the Food Standard Code will be of relevance.

Many manufacturers of functional foods will want to communicate the health benefits of the foods or functional components of the foods' overall functionality. In such case, [Standard 1.1A2 Transitional Standard – Health Claims](#) will be of the most relevance. This standard is due to change in 2006 and an initial assessment report on proposal P293 Nutrition, Health and Related Claims – the proposed new standard for nutrition and health claims - is currently available for public consultation (see Attache Report #AS4037 listed at the end of this report). The National Centre of Excellence in Functional Foods (NCEFF) provides information about health claim regulations on its website - <http://www.nceff.com.au>. Also included on the NCEFF regulatory affairs website are regulatory issues relating to functional foods both nationally and internationally and updates about the work occurring in the center and about functional food issues and events, which may be of interest.

### Detailed Analysis of Market Access for Functional Food

- Food Standards Australia New Zealand (ANZFA) operates under the Food Standards Australia New Zealand Act 1991. The Food Standards Code contains Australia's food standards, including requirements/ standards affecting particular classes of foods for example edible oils, dairy products and special purpose foods. An Internet version of the code can be located at: <http://www.foodstandards.gov.au/foodstandardscode/>.
- The current [Transitional Standard for Health Claims \(Standard 1.1A.2\)](#) states, in reference to foods sold in Australia, that any label on or attached to a package containing or any advertisement for food shall not include:
  - a) Claims for therapeutic or prophylactic action or a claim described by words of similar import;
  - b) The word 'health' or any word or words of similar import as a part of or in conjunction with the name of the food;
  - c) Any word, statement, claim, express or implied, or design that directly or by implication could be interpreted as advice of a medical nature from any person;
  - d) The name of or a reference to any disease or physiological condition.

- The only authorized claim permitted under the provisional standards is for the link between folate and the reduced risk of fetal neural tube defects. The permitted claim is:
  - a) That increased maternal folate consumption in at least the month before and three months following conception may reduce the risk of fetal neural tube defects; and,
  - b) The recommendation that women consume a minimum of 400 micrograms folate per day in at least the month before and the three months following conception.
- A list of foods permitted to carry the folate health claim and the criteria they must satisfy are outlined in the [Transitional Standard 1.1A.2](#);
- FSANZ also sets out the conditions under which certain claims may be made on the labels of food packages, on labels associated with unpackaged foods and in the advertising of foods. These include claims for low fat, low cholesterol, low sugar, increased fiber, low salt, and increased energy contents;
- Nutritional claims must include seven compulsory requirements: energy, protein, fat, saturated fat, carbohydrate, sugars and sodium. Further information is available in the [User Guide](#) for [Standard 1.2.8 – Nutrition Information Requirements](#).

#### **Trademarks/Patents/Copyrights**

- IP Australia is the Commonwealth Government Agency responsible for registrations of patents, trademarks and designs. Further information and useful links are available on the IP Australia website - [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)
- Under the Trademarks Act 1995, trademarks are protected for 10 years and renewed indefinitely upon request by registration. U.S. exporters are advised to confirm with IP Australia that its trademark is not already being used in Australia.
- Copyrights are protected under the Copyright Act 1968. Further information is available on [www.law.gov.au](http://www.law.gov.au).

**SECTION V: KEY CONTACTS AND FURTHER INFORMATION****National Centre Excellence for Functional Food**

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**Food & Beverage Importers Association**

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Web: <http://www.fbia.org.au/index.html>

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**Attache Reports from the Office of the Agricultural Counselor**

All of the following reports are available for download on the FAS website. We suggest that you download the MS Word version of the reports so that you are able to utilize the hyperlinks throughout each report. The website is:

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

AS4023 - Food & Agriculture Import Regulations & Standards Report (FAIRS)  
AS3050 - Retail Sector Report  
AS4008 - Food Processing Report  
AS4037 - New Standard for Health & Nutrition Claims on Food Under Development  
AS4027 - Exporter Guide